Pioneering Innovations in Eye Care

Instituto Zaldivar doctors use high-definition (HD) video-conferencing technology to consult with patients hundreds of miles away.

"Using innovative technologies, we're changing the way that we do business to reach more patients"

- Maria Gabriela Batiz, IT Manager, Instituto Zaldivar

Sight is one of our most important senses. People want the best eyecare possible. That's why every year, hundreds consult with doctors at Instituto Zaldivar.

Challenges

- Pioneer new innovations in ophthalmology
- Scale business to meet high demand for services
- Improve patient experiences and satisfaction

Founded in 1959, the Instituto Zaldivar is known around the world for innovations in ophthalmology. Dr. Roberto Zaldivar, son of founder Dr. Roger Eleazar Zaldivar, is credited with multiple breakthroughs in eye treatments and surgery.

With a reputation for unparalleled expertise and medical innovation, people come to Mendoza to consult with doctors at Instituto Zaldivar. "About 75 percent of our patients come from outside of Mendoza," says Maria Gabriela Batiz, IT manager at Instituto Zaldivar. "With such high demand, we have a long waiting list. People may make long trips multiple times for each follow-up visit."

Instituto Zaldivar opened a branch in Buenos Aires, but patients looking to consult with Dr. Zaldivar still faced long waits. "Instituto Zaldivar is built around innovation," says Batiz. "High-definition video conferencing allows doctors in Mendoza to treat patients in Buenos Aires."

Case Study | Instituto Zaldivar

| Size: 200 Employees | Location: Argentina | Industry: Healthcare |
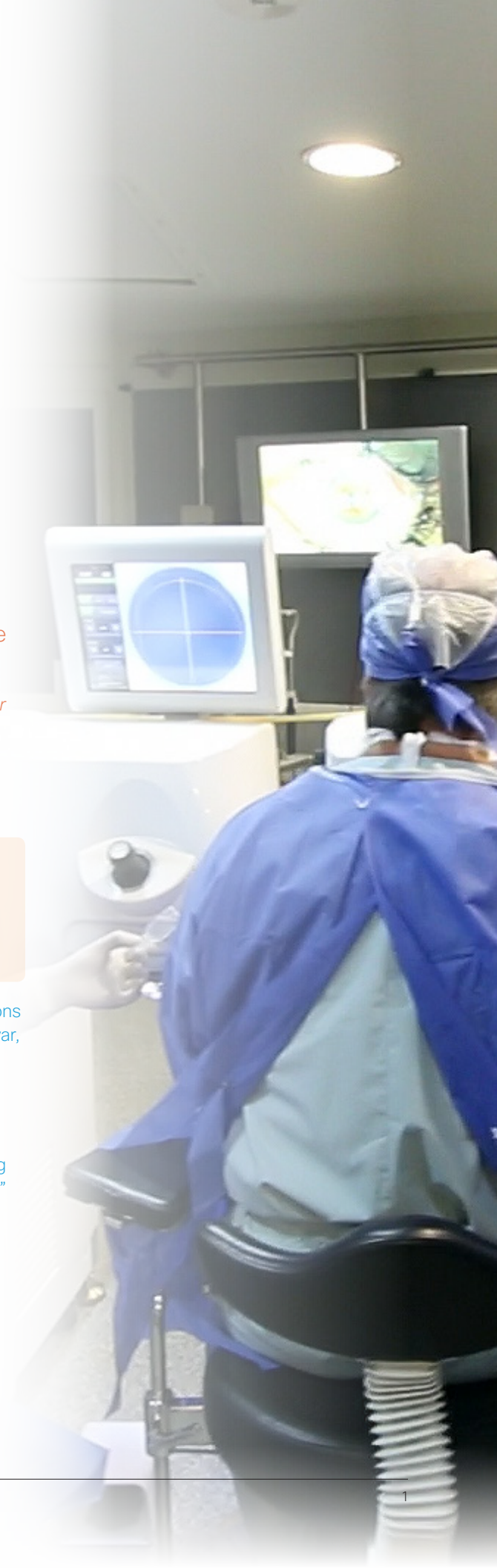
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With Cisco TelePresence® technology, patients receive quality treatment from doctors hundreds of miles away.

Solutions

- Deployed Cisco TelePresence solution with Telefonica to consult with 573 patients per year
- Used Cisco WebEx® technology for training, hiring, collaboration, and communication across branches

Connecting with remote experts

From a room in Mendoza, Dr. Zaldivar consults with a patient in Buenos Aires. With Cisco TelePresence technology, he can talk to patients face to face, share findings, and even stream HD video straight from the diagnosis equipment. Every interaction is just as natural as if they were sitting in the same room together.

40% YEAR-OVER-YEAR GROWTH
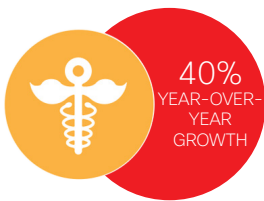
Using a Cisco TelePresence solution, doctors use video to consult with 573 patients a year, with at least 40 percent year-over-year growth in consultations projected for the next several years. Services are also expected to grow fivefold in the next 5 years, greatly increasing revenue for an ROI of less than 3 years.

### Convenient consultations

Video consultations provide doctors with significant travel costs savings. Patients also appreciate how the video consultations provide high-quality service while reducing their travel and scheduling concerns. In a recent survey, 100 percent of patients rated the medical attention received to be very good to excellent.

Deliver consistent online training

Using Cisco WebEx technology, Instituto Zaldivar provides consistent training to doctors in both branches. Consolidating training also increases collaboration and communication between doctors.

Using video for remote interviewing

"Our Buenos Aires branch is growing fast. Cisco WebEx allows me to conduct video interviews from Mendoza," says Romina Ranea, Human Resources manager. "I can schedule interviews at any time and spend more time working at my desk instead of constantly traveling to Buenos Aires for interviews."
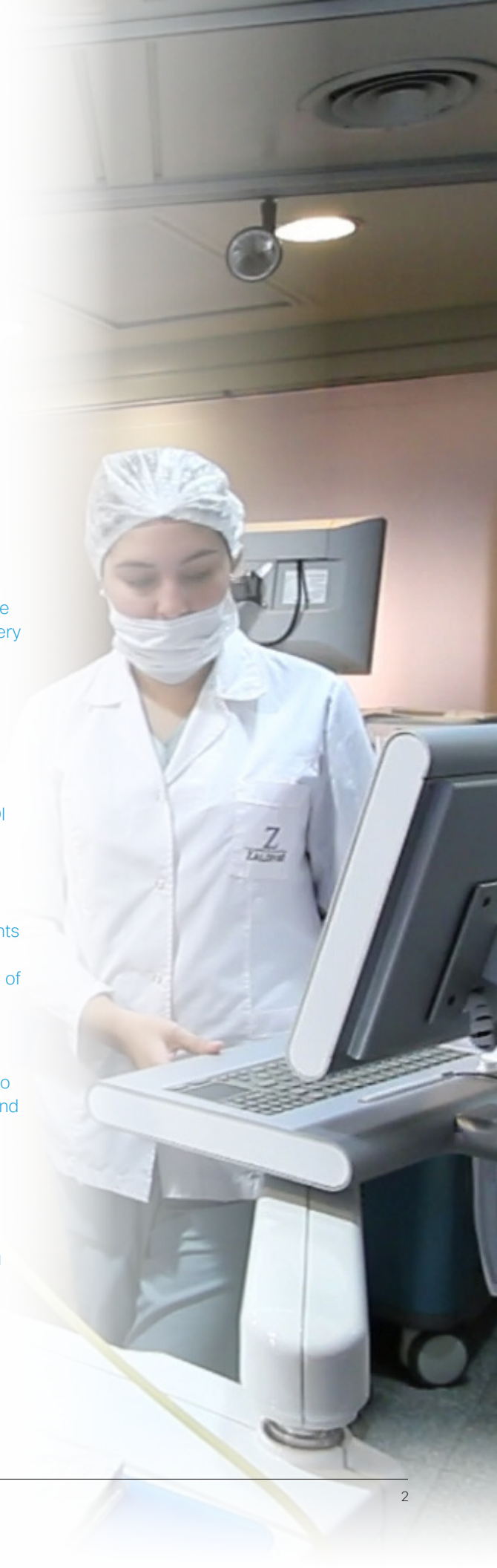
Results	• Saved an estimated 500,000 kilometers of mileage per year
	• Projected 40 percent growth in consultations, with services growing fivefold in 5 years
	• Received ratings of very good to excellent from 100 percent of patients for medical attention provided

Taking services global

Instituto Zaldivar plans to use the Cisco TelePresence solution to expand consultations and care.

"Tests in Miami have been very promising. With Cisco, we're pioneering a new standard of care that allows us to expand operations globally," says Batiz.

For all Cisco customer stories, visit: http://www.cisco.com/go/customerstories.

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Endpoints
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